

Case Study

Leading Digital Service Company Optimizes Network Capacity and Cost with Genie Networks

Overview

The Customer is a market-leading digital service company in Southeast Asia focusing on online gaming, eSports, eCommerce, and digital finance. The company is relying on Genie's solution to manage and plan its network capacity and reduce CAPEX/OPEX on network infrastructure.

Situation

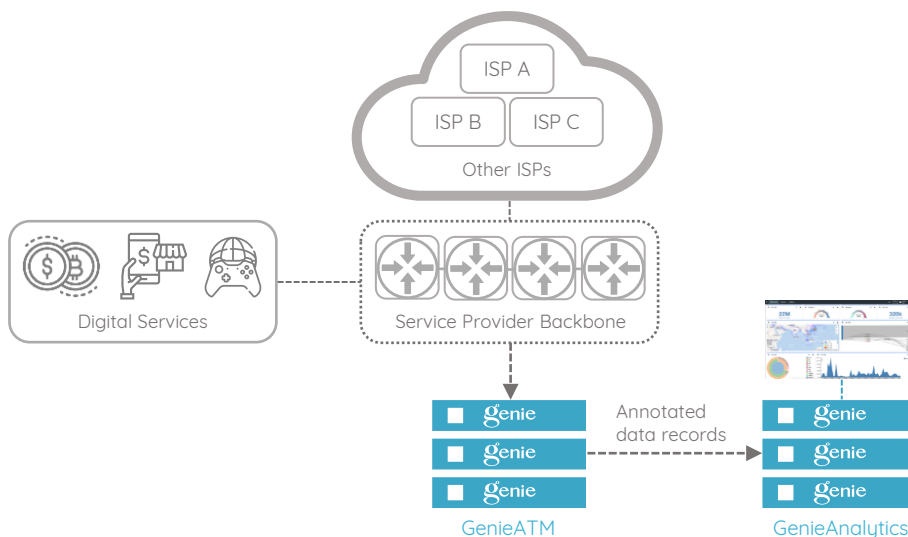
With the Southeast Asian digital economy expanding at rapid pace, the surge in internet usage has been tremendous over the recent years. The COVID-19 outbreak has fostered this trend to a higher degree as a result of flourishing online activity triggered by lockdown measures. This posed a greater challenge for internet-oriented organizations – particularly those relying on massive data traffic under sophisticated network conditions.

As a dominant key player in the internet retail business, the Customer currently hosts a diversified portfolio of digital services to a market of 570 million people, including most of Southeast Asia and Taiwan. To keep its competitive advantage in place, the Singapore-based online retail giant needed an efficient solution to manage network performance and ensure optimized data traffic which required rigorous network capacity planning.

Solution

The solution includes a GenieATM system used for collecting flow data and DDoS threat detection, and the GenieAnalytics platform for in-depth traffic analytics and security forensics.

Genie's solution is chosen for its unrivaled performance and flexibility in big data traffic analysis. The powerful explorer of GenieAnalytics offers a wide range of analytic dimensions and the customized dashboard presents network traffic visualization in ways that best suit the Customer's business. The solution comprises a highly scalable, distributed architecture that can allocate the most efficient computing and storage resources to match the Customer's requirement.



Network analysis and visualization with GenieATM and GenieAnalytics

Results

Genie’s solution turns out to be a perfect fit for the Customer’s demand by giving instant data-driven insights associated with network cost and capacity. GenieATM is employed to monitor uplink utilization and visualize every traffic path among each of the Customer’s POP site. The Customer can easily spot traffic trends, predict network hot spots, and ultimately plan its network capacity with just the right amount of resource. The system also allows pervasive monitoring over network traffic by router, interface, AS paths, and peering. The Customer can identify the optimal and most reliable peering partners to save big on transit costs. With the intuitive visualized reports from GenieAnalytics, the Customer can quickly grasp all the traffic delivery paths associated with its network and analyze each traffic by service information or geographic location.

As a result, the Customer is now managing its complex network infrastructure with efficiency and performance beyond expectation. Genie’s solution has not only helped the Customer optimize mission-critical operations, but also explore new business opportunities to leverage its competitive positioning.

About Genie Networks

Genie Networks is a leading provider of network traffic intelligence and security solutions that ensure complete visibility into data traffic trends and instant protection against cyber threats. Genie’s head office resides in Taipei, Taiwan, with regional branches in Beijing, Shanghai, Tokyo, Mumbai, Singapore, and Moscow. Genie’s products are deployed in more than 40 countries serving more than 500 customers worldwide. Learn more at www.genie-networks.com.



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